

The Business of Creativity

May 21, 2004

The Center for Design & Business-CDB

- Joint Venture between Bryant College & RISD
- Economic development initiative
- Established in 1997 with support of business community
- Located on RISD Campus
- **Goal:** Develop stronger and more profitable businesses by uniting design and business skills

Overview Of The CDB

- Teaching/Mentoring Design Based Businesses
- Connecting/Promoting Designers
- Managing The Design & Business Entrepreneurship Center

CDB Staff

- Cheryl Faria, Director
- Sheila Hoogeboom, Program Manager
- Leigh Kendall, Event Planner
- Dianna Larosee, Office Coordinator

CDB Focus # 1

Connections

- **Connecting Design Professionals to Business Community**
 - Success by Design Conference
 - Design & Business On-Site Tours
 - Design & Business Directory of artists, designers and product development services

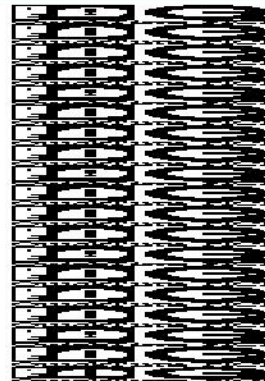
THE CENTER FOR
Design & Business

A JOINT VENTURE BETWEEN
BRYANT COLLEGE AND RHODE ISLAND SCHOOL OF DESIGN

On-Site Tour Hosts



Peapod Glass



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..... CDB Focus #2

..... Training & Mentoring

Product to Market-

- Teach designers, inventors and innovators to make money from new product designs and inventions
- Help develop a web of connections and contacts

Business Skills-

- Teach artists and designers how run competitive businesses
- On-on-One and class room programs available

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..... CDB Focus #3-

..... Entrepreneurship Center

- Training/mentoring
- Business skills
- Optional Office space

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..... Design & Business Entrepreneurship

Center

- Program of training and mentoring for design-based businesses and innovators
- One to two years
- Physical space for (9) business on-site, with 1, 2, or 3 employees
- Opportunity for more off-site businesses
- **Goal:** Help designers and entrepreneurs during critical stages of growing successful businesses

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CDB Trainers and Mentors

- Industry Specialist
- RISD and Bryant College Faculty
- Roundtable Panelists
- Accountants, Lawyers, Insurance, Bookkeepers
- Business Planning, Financing, Marketing, Sales, Business Management, etc.

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CDB Networks

- Partner Business Service Organizations
 - RIMES, RIMA, RISCA, Chambers of Commerce



SLATER CENTER
for Design & Manufacturing



**Rhode Island
Small Business
Development Center**



**Rhode Island
Export Assistance Center**



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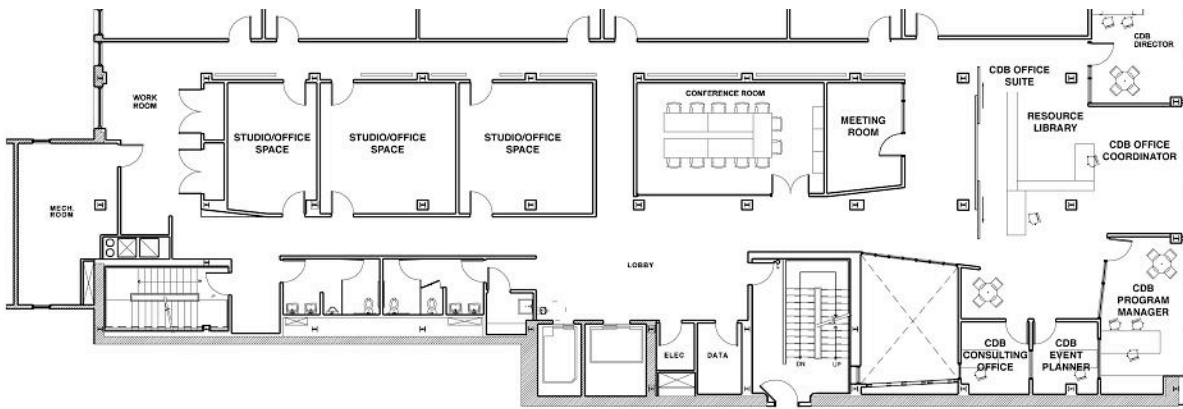


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THE DESIGN & BUSINESS ENTREPRENEURSHIP CENTER





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Design & Business Entrepreneurship Center

Clients

- Designers needing assistance in growing a business to next level
- Businesses utilizing design in business/product
- **Designers and innovators seeking assistance in protecting, developing and commercializing or building a business based on a new product design or invention**

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Present Clients

Wanda Miglus -Textile Designer

Patricia Griecci - Smiling Dog

Stark Information Design-Graphic Design

Design One Consortium-Interior Architect

Blue Marble Music-CD Books

Sprint Out-Content management software

Creative Circle Media Consulting-Newspaper/ Print Consultants

Ideas Consulting- Digital portfolio software product

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..... Design & Business Entrepreneurship Center

- How it Works
 - Develop Action Plan with staff
 - Attend core training programs
 - Define and select Mentor Team
 - Meet regularly with mentor team and consultant
 - Finish/implement business plan
 - Attend bi-monthly professional dev't sessions

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..... Design & Business Entrepreneurship Center Financial Obligations

- One monthly fee covers all services

- Client pays for phone, ISP and parking

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Benefits of CDB Model

- Exposes myths
- Confirms strengths and exposes weaknesses
- Keeps constant focus on critical path
- Demands change and growth
- Makes contacts and connections
- Supports and encourages (24hrs x 7days)
- Shares pain and joys with others

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Center for Design & Business

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